

CORPORATE IDENTITY PROGRAMME  
**DIGITAL**



**SKAKO**

**SKAKO** - Corporate Identity Programme  
Vol. 1.3  
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# Corporate Identity Programme

Since 1963, SKAKO has been positioned as a strong trademark within technology and manufacturing of machines for the vibration and building industries. In line with the global development of the company, there is a need for a uniform identity and visual presentation across all companies and countries.

In 2020, SKAKO launched a new and updated visual identity and started re-branding of our long-standing and well-known trademark. Both to position ourselves even more in the market and to send a clear signal that we are a vital company developing and following the trends of time.

Gathering a holistic picture of SKAKO's identity across all companies and divisions is a key element in the general branding, and the illustration of our visual identity is the company's and the organization's voice in the market – expressed in colours, fonts, graphic elements and yes ... the essential element ... our logo.

Our logo is strategically founded to support and communicate an important part of the SKAKO DNA: that we are an innovative company based on an engineering way of thinking and development-oriented approach.

This design guide has been worked out as part of the corporate branding to create the best possible conditions for a clear, common, and uniform expression in our surrounding world and to protect our unique and strong brand.

As SKAKO employees and brand ambassadors, we hope that you will contribute to implementing and maintaining our distinctive character and unique trademark.

Faaborg, 26 August 2021

## Purpose

We aim to make our customers' production flow as hassle-free, reliable and sustainable as possible.

## Our values

### **We use our know-how to define the industry**

as our knowledge and competencies are inherited from more than 60 years of experience and dedicated to your needs.

### **We are always reliable**

as we are known for setting the standards of quality and accuracy within our industry.

### **We bring accessible service**

as we are well represented around the world and always ready to help.

## Our brand promises

### **We develop sustainable, technology-based and visionary solutions**

We meet customers with a future-oriented mindset and engage our technical know-how and innovative capacity in companies' individual needs.

### **We provide profitable business**

We generate continuous and visible value for our investors and shareholders, as well as attractive ROI and reduced total costs of ownership in plants, spare parts and applications.

### **We are big enough to cope - and small enough to care**

We solve complexity in small and large projects and impact the bigger picture by improving even the smallest of detail.

### **We commit ourselves in close partnerships**

We put our worldwide customers' needs first and bring our service, customer adapted solutions and engineering expertise from offices in Faaborg, Strasbourg and San Sebastian.

# Company logo

# SKAKO

**The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats.**

#### **Ai-files (vectors)**

Ai-files work as originals and should always be used for high-resolution print production. These files are also to be used if the need for other file formats, sizes or colour spaces arises.

#### **SVG-files (vectors)**

SVG-files are primarily used for web due to its reduced file size and flexible scaling capabilities.

#### **PNG- and JPG-files (pixels)**

PNG- and JPG-files are made for Office documents (primarily PowerPoint and Word) and for web. They usually appear in RGB and in over-size, and can be down-scaled to the desired size.

Please be aware that logos made for web might need to be pixel optimized if they are to be used in very small sizes.

## Logo colours

### Main version



### For black & white advertisement



### Mango

CMYK: 0-24-87-0  
 RGB: 255-194-34  
 HEX: #FFC222  
 Pantone: 123 C  
 RAL: 1018  
 NCS: 0580-Y20R

### Black

CMYK: 50-50-50-100  
 RGB: 0-0-0  
 HEX: #000000  
 Pantone: Black C  
 RAL: 9005  
 NCS: N/A

### White

CMYK: 0-0-0-0  
 RGB: 255-255-255  
 HEX: #FFFFFF  
 Pantone: N/A  
 RAL: 9010  
 NCS: N/A

# Company logo - SKAKO Dartek

# SKAKO DARTEK

**The logo is prepared in a number of different file formats and colour spaces, which are not to be altered. The logo package contains both vector and pixel file formats.**

#### **Ai-files (vectors)**

Ai-files work as originals and should always be used for high-resolution print production. These files are also to be used if the need for other file formats, sizes or colour spaces arises.

#### **SVG-files (vectors)**

SVG-files are primarily used for web due to its reduced file size and flexible scaling capabilities.

#### **PNG- and JPG-files (pixels)**

PNG- and JPG-files are made for Office documents (primarily PowerPoint and Word) and for web. They usually appear in RGB and in over-size, and can be down-scaled to the desired size.

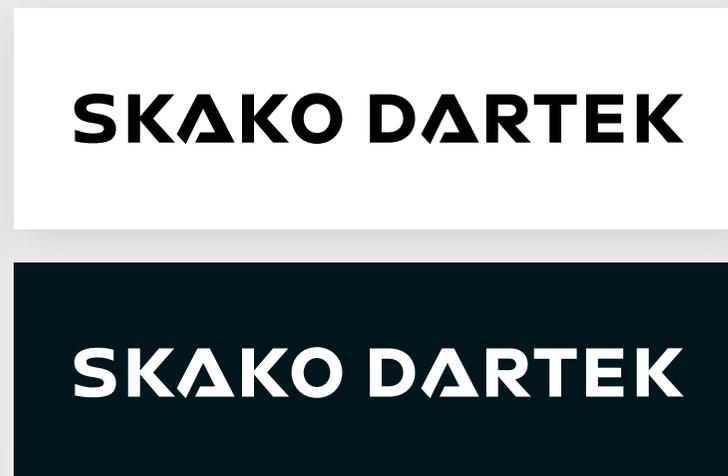
Please be aware that logos made for web might need to be pixel optimized if they are to be used in very small sizes.

## Logo colours

### Main version



### For black & white advertisement



### Mango

CMYK: 0-24-87-0  
 RGB: 255-194-34  
 HEX: #FFC222  
 Pantone: 123 C  
 RAL: 1018  
 NCS: 0580-Y20R

### Squirrel grey

CMYK: 14-4-0-44  
 RGB: 122-136-142  
 HEX: #7A888E  
 Pantone: 430 C  
 RAL: 7000  
 NCS: 4010-B30G

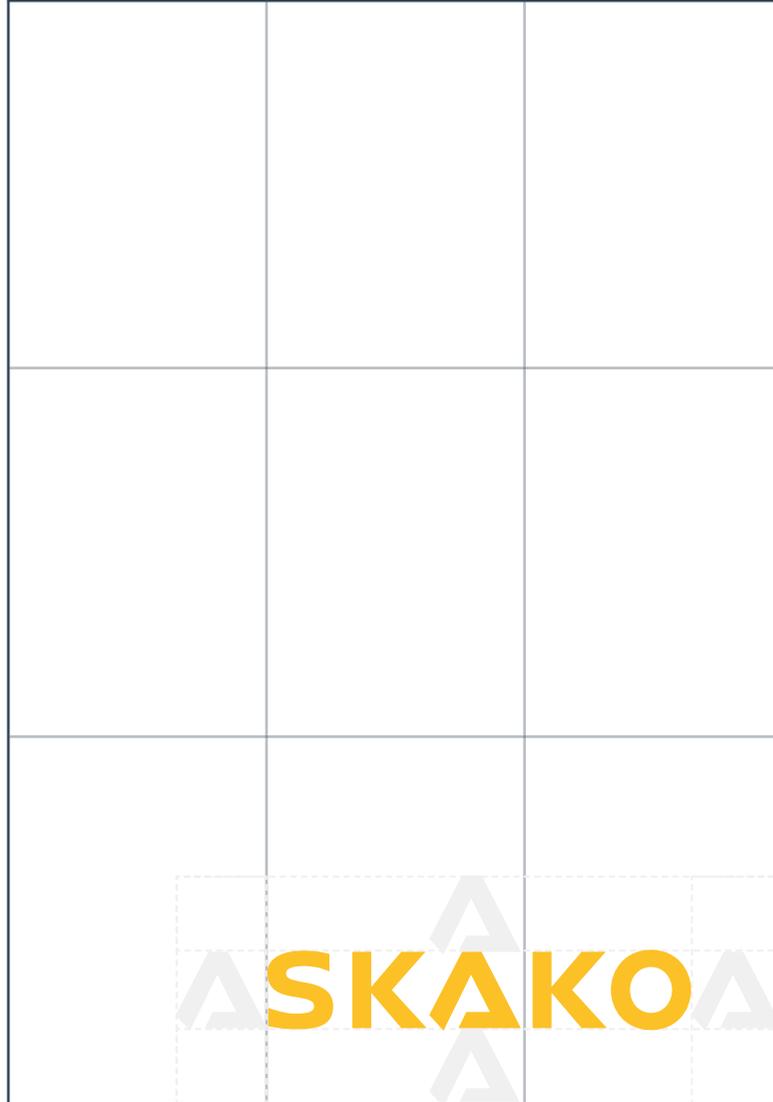
### Black

CMYK: 50-50-50-100  
 RGB: 0-0-0  
 HEX: #000000  
 Pantone: Black C  
 RAL: 9005  
 NCS: N/A

### White

CMYK: 0-0-0-0  
 RGB: 255-255-255  
 HEX: #FFFFFF  
 Pantone: N/A  
 RAL: 9010  
 NCS: N/A

# Logo placement



**To ensure that there is always sufficient space surrounding the logo, please use the following examples.**

## **Placement on canvas**

When placing the logo on a canvas, you should place it on the lower right corner, whenever possible.

There must always be at least a distance equal to the size of the logo-A to the edges of the canvas, other graphics and texts whether the logo is used on letterheads, envelopes, folders, brochures, business cards or websites, etc.

The logo should never be larger than one-third of the canvas including the right margin to the edge of the canvas.

To ensure that there is always sufficient space surrounding the logo, please use the following examples.

#### Distance to other elements

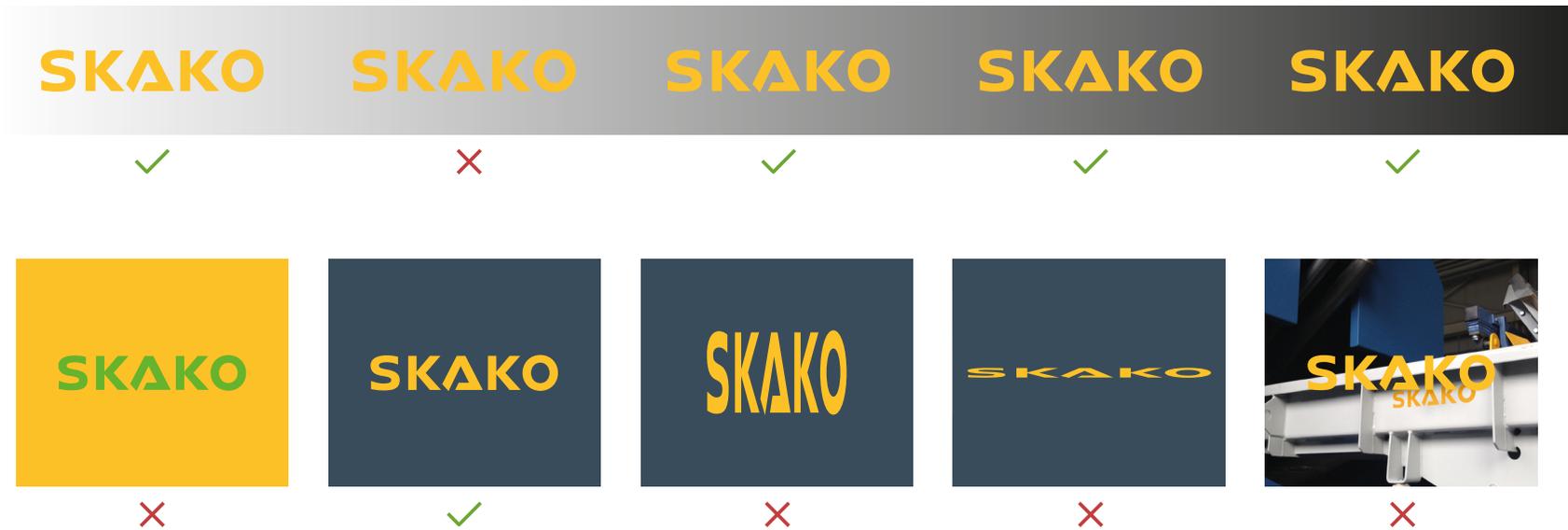
A free space of minimum the size of the logo-A should surround the logo before any other graphic elements, images or text.

#### Minimum size of the logo

The minimum size of the logo is 7 mm in height when used on front pages. However, when used in footnotes or similar, it is acceptable to use it as small as 2,5 mm height but only when used as a secondary element.



# Do's & don'ts



**When you use the logo, there are a few do's and don'ts all to ensure visibility and recognizability.**

## Contrast

Always make sure to place the logo on a background with a high contrast to ensure the readability. This applies both if you are placing the logo on a coloured background or on a background image.

## Uniform background

When the logo is placed on a background image, it is important that the logo is placed on a part of the image that has a uniform background and not over complex elements and contrasts.

## Orientation

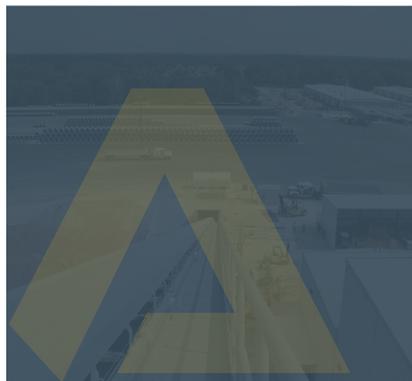
The logo is only to be used horizontally. In some cases, however, the logo can also be used in a 90-degree rotation with the S at the bottom, if for instance the logo is used on equipment or as a secondary element.

SKAKO

**SKAKO**



# A-mark



**As an additional graphic element, the A from the logo can be used to increase brand recognition. The A can be used as an icon, watermark or overlay.**

## Placement

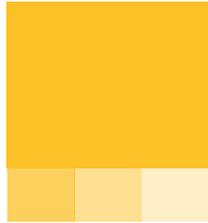
When you place the A-mark, it is important that it does not replace the logo. It always needs to be a supporting element. It is advised to keep the entire A-mark visible; however, in some cases it can also be cropped marginally.

## Colours

The A-mark should only be used in the following colours: Mango, Gunpowder blue, black and white. For colour information - see page 16. When the A-mark is used as a watermark or overlay, the opacity may be altered depending on the context.

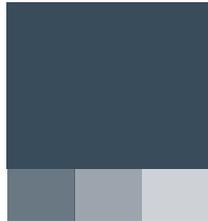
# Colours

## Primary colours



### Mango

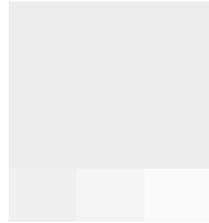
CMYK: 0-24-87-0  
 RGB: 255-194-34  
 HEX: #FFC222  
 Pantone:123 C  
 RAL: 1018  
 NCS: 0580-Y20R



### Gunpowder blue

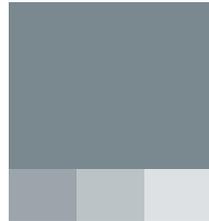
CMYK: 39-17-0-65  
 RGB: 55-75-90  
 HEX: #374B5A  
 Pantone:7545 C  
 RAL: 5008  
 NCS: 6020-B

## Secondary colours



### Platinum

CMYK: 0-0-0-8  
 RGB: 235-235-235  
 HEX: #EBEBEB  
 Pantone:663 C  
 RAL: 9003  
 NCS: 0907-R90B



### Squirrel grey

CMYK: 14-4-0-44  
 RGB: 122-136-142  
 HEX: #7A888E  
 Pantone:430 C  
 RAL: 7000  
 NCS: 4010-B30G



### Black

CMYK: 50-0-0-100  
 RGB: 0-0-0  
 HEX: #000000  
 Pantone:Black C  
 RAL: 9005  
 NCS: N/A



### White

CMYK: 0-0-0-0  
 RGB: 255-255-255  
 HEX: #FFFFFF  
 RAL: 9010  
 NCS: N/A

The lighter variations of the colours shown below each example, is to showcase different opacities [75%-50%-25%]

**The primary SKAKO colours are Mango and Gunpowder blue. The rest of the colours are to be used as supplementary or background colours.**

### Primary colours

Gunpowder blue should be the most used colour in materials. It can be used as text colour, background colour and overlay colour. The Mango colour should mainly be used as the logo colour and as an accent colour to ensure brand recognition.

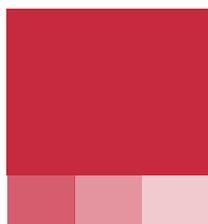
### Secondary colours

Platinum, Squirrel grey, black and white are all colours that should mostly be used as background colours or on more subtle texts such as notes.

White is also used as primary colour on dark backgrounds.

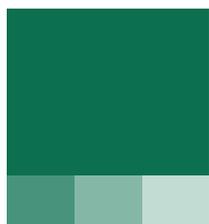
# Colours

## Tertiary colours



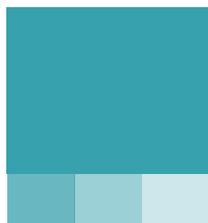
### Cardinal

CMYK: 16-95-69-5  
 RGB: 197-40-61  
 HEX: #C5283D  
 Pantone:4059 C  
 RAL: 3031  
 NCS: 2060-R10B



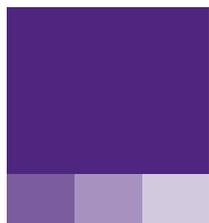
### Bottle green

CMYK: 87-31-75-21  
 RGB: 11-110-79  
 HEX: #0B6E4F  
 Pantone:3298 C  
 RAL: 6016  
 NCS: 3060-B90G



### Cadet blue

CMYK: 73-16-32-1  
 RGB: 55-161-173  
 HEX: #37A1AD  
 Pantone:2220 C  
 RAL: 5018  
 NCS: 2030-B30G



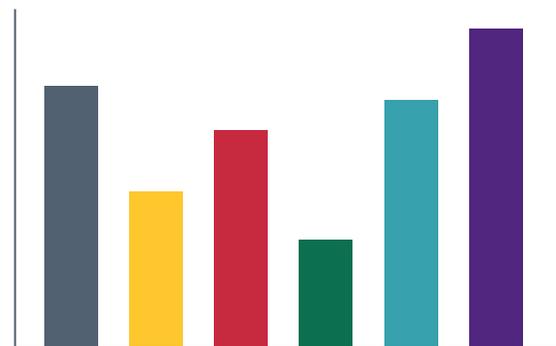
### Blue violet

CMYK: 86-100-5-1  
 RGB: 80-38-128  
 HEX: #502680  
 Pantone:3555 C  
 RAL: 5002  
 NCS: 3555-R60B

The lighter variations of the colours shown below each example, is to showcase different opacities [75%-50%-25%]

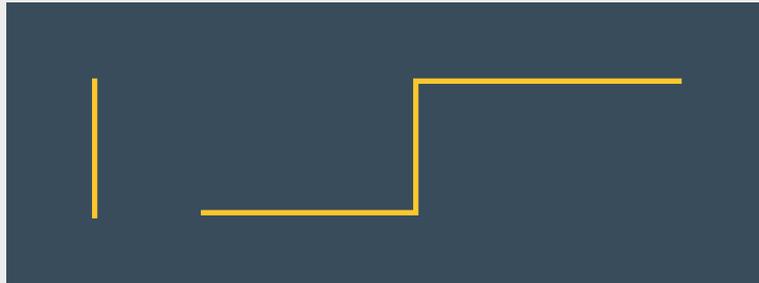
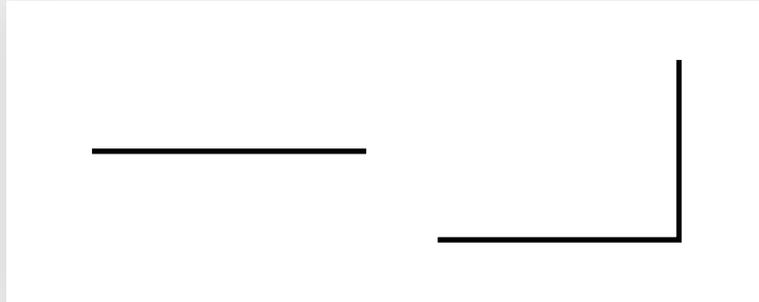
**The tertiary colours are only to be used when the other colours are not sufficient.**

A great example for use of the tertiary colours is graphs and charts. For example, if there are more than two factors in a pie chart (Mango and Gunpowder blue) then the tertiary colours are a good supplement as shown to the right.



# The 5th element

## Lines



### Our purpose

We aim to make our customers' production flow as hassle-free, reliable and sustainable as possible

### Our values

#### We use our know-how to define the industry

as our knowledge and competencies are inherited from more than 60 years of experience and dedicated to your needs

#### We are always reliable

as we are known for setting the standards of quality and accuracy within our industry

#### We bring accessible service

as we are well represented around the world and always ready to help

### Our brand promises

#### We develop sustainable, technology-based and visionary solutions

We meet customers with a future-oriented mindset and engage our technical know-how and innovative capacity in companies' individual needs

#### We provide profitable business

We generate continuous and visible value for our investors and shareholders, as well as attractive ROI and reduced total costs of ownership in plants, spare parts and applications

#### We are big enough to cope - and small enough to care

We solve complexity in small and large projects and impact the bigger picture by improving even the smallest of detail

#### We commit ourselves in close partnerships

We put our worldwide customers' needs first and bring our service, customer-adapted solutions and engineering expertise from offices in Faaborg, Strasbourg and San Sebastian

The 5th element is a graphic element that can be used across multiple media to make a uniform and recognizable image.

#### Line

The line can be used to separate or highlight an element. It should be used as a supportive element and never stand alone.

#### Colour

The colour should always be Mango or black depending on the contrast to the background.

#### Shape

The lines should always be horizontal or vertical and can be a combination but should not bend more than a couple of times.

The thickness of the line depends on the size of the media but should be around 2px on an A4-sized media.

## Shape



### Pattern - usage

The A-mark pattern is an element that should only be used on large media like posters, roll-ups, etc. and only on large empty areas with a gunpowder blue background.

### Shape

The pattern icon is the white A-mark with an opacity and it is based on a “brick-by-row” pattern without any margin.

# Typography

**The SKAKO identity heavily relies on a consistent corporate typography using the font “Geogrotesque”. The typeface has a strong and unique expression and gives SKAKO a defined and easy-to-recognize identity.**

The corporate font “Geogrotesque” is to be used in external and branding materials – Both off-screen and digitally.

The font “Arial” functions as the font for daily use in presentations, documents, mails etc.

The bold version of both fonts should primarily be used for headlines. For smaller headlines and highlights in paragraphs, Geogrotesque Semibold or Arial bold are to be used. For paragraphs, the regular version should be used.

## Geogrotesque

Geogrotesque Regular

*Geogrotesque Regular Italic*

**Geogrotesque Semibold**

***Geogrotesque Semibold Italic***

**Geogrotesque Bold**

***Geogrotesque Bold Italic***

## Arial

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

abcdefghijklmnopqrstuvwxyzæøå  
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
0123456789.,!?"#

*abcdefghijklmnopqrstuvwxyzæøå*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ*  
*0123456789.,!?"#*

**abcdefghijklmnopqrstuvwxyzæøå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**0123456789.,!?"#**

***abcdefghijklmnopqrstuvwxyzæøå***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ***  
***0123456789.,!?"#***

***abcdefghijklmnopqrstuvwxyzæøå***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ***  
***0123456789.,!?"#***

**abcdefghijklmnopqrstuvwxyzæøå**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ**  
**0123456789.,!?"#**

# Typographic treatment

## 5.4 CONSOLIDATED NOTES

### Notes to consolidated financial statements

Note No.	Description	Page	Note No.	Description	Page
1.	Revenue from contracts with customers	71	1.	Revenue from contracts with customers	71
2.	Production costs	77	9.	Intangible assets	86
3.	Staff costs	78	12.	Deferred tax	97
4.	Share-based payment, warrants	80	14.	Contract assets and liabilities	100
5.	Fee to parent company auditors appointed at the annual general meeting	82	16.	Provisions	104
6.	Net financial items	83	19.	Acquisitions	110
7.	Tax on profit for the year	84			
8.	Earnings per share (EPS)	85			
9.	Intangible assets	86			
10.	Tangible assets	91			
11.	Leases - Right-of-use assets	94			
12.	Deferred tax	97			
13.	Inventory	99			
14.	Contract assets and liabilities	100			
15.	Bank loans and credit facilities	102			
16.	Provisions	104			
17.	Adjustments, consolidated cash flow statement	106			
18.	Exchange rate, liquidity and credit risks	107			
19.	Acquisitions	110			
20.	Contractual liabilities, contingent liabilities and securities	113			
21.	Related parties	113			
22.	Events after the balance sheet date	113			
23.	Approval and publication	113			
24.	Group accounting policies	114			

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5.4 Consolidated notes

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## Development & goals

Compared to 2020, we expect to see good growth in all segments with recycling having the highest expected growth.

### Minerals

In the mineral segment our market focus is primarily North Africa and Europe.

#### North Africa:

In North Africa, where we already have a strong presence in the Moroccan phosphata mining industry, we want to use our Moroccan subsidiary with a strong sales and sub-contracting network to reach further minerals and mining markets in other North African countries. This is a strategy that has already proven successful to us.

#### Europe:

In Europe we want to develop sales to become the leader of vibratory and washing equipment.

The European market is primarily related to the construction sector and our customers are mainly users of our equipment for stone and sand pits rather than mineral mines. The mineral segment is also linked to the recycling segment for slag treatment or recycled construction and demolition wastes, and we focus our sales development on the competitive advantages of our equipment that is - e.g. tailor-made, more industrial and reliable than the general market.

### Hardware

SKAKO Vibration is the market leader on the largest European hardware segment in Germany, and the success is built on decades of experience. The automotive market in Germany, which is directly linked to our hardware segment, is currently facing difficulties and uncertainty, yet many investments are still being made.

In the USA we have already started to build a stronger presence in the market, which takes time as a new player on the market. We see good opportunities in the US, and we plan to strengthen our position further in the future.

We see good opportunities within the hardware segment in Asia and are also planning to strengthen our position on the market - especially in China.

### Recycling

The recycling segment is a focus area in the development of SKAKO Vibration. We have started actively expanding the segment with the combination of our already well-established products and the new SKAKO Dartek products and recycling expert team.

The integration of Dartek in the group will significantly strengthen the position of SKAKO Vibration in the European recycling market and we want to increase sales and reach 25 to 30% of overall revenue of SKAKO Vibration as well as become the European leader of vibratory equipment in the recycling sector.

Generally SKAKO Vibration wants to increase sales support, design and production capacities, improve service function and finally strengthen the presence of SKAKO Dartek in Spain, Portugal and Mexico.

### Design and product development

We have decided to increase the use of intelligent design tools in our daily work for our most common product groups, to optimize work procedures, and to minimize the risks of mistakes. We have also decided to update and expand design capacities through re-aligned project organization - e.g. by freeing up sales capacities and adding more design capacity.

Generally our product development will intensify the focus on the recycling industry for example by developing products consuming less energy, lift tipper specified for recycling, etc.

Our systems to online monitor big screens will continue to next step and furthermore the organization will be trained and upgraded to qualified sparring to the customers on the latest tendencies and developments within Industry 4.0

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3.1 Strategy &amp; business model

Page 35

The typography can be used in many ways although there are a few rules.

### Variations

When you write SKAKO, SKAKO should always be written in all caps. All caps text is only allowed in headlines. For paragraphs it is recommended to only use regular font weight and only use the bold variations to highlight words or short paragraphs.

### Colours

As primary text colour, it is recommended to use Gunpowder blue or black and Mango for larger headlines or highlighting small amounts of texts.

When using texts on a darker background, use white as the primary text colour.

# Photo treatment

Colour

Full colour



Grayscale



White overlay



Gunpowder blue overlay



Gradient

Gunpowder blue gradient overlay



Mango gradient overlay



For the SKAKO identity there are three ways of working with images. Full colour, grayscale and Gunpowder blue overlay.

## Grayscale

To apply grayscale to images, please add a black and white adjustment layer and adjust the colour sliders to ensure sufficient contrast.

## Gunpowder blue overlay

To apply the Gunpowder blue overlay, start by making the image grayscale, and then add a layer of Gunpowder blue on top. Then change the opacity of the colour layer to a sufficient percentage depending on how dark the image should be. Do ensure that it is not too far from the pure Gunpowder blue colour.

# Paper quality

**The SKAKO paper quality includes a wide range of qualities and weights for different use. The range of envelopes is wide.**

**The paper to be used is certified and environmentally friendly.**

## Stationery

MultiDesign

Stationery 80 g, envelopes 120 g, business cards 300 g [uncoated qualities only].

MultiDesign is a wide and sophisticated range of premium uncoated paper and is available in most of Europe.

The surface is bright and white.

Environmentally certificated: ISO 14001  
bleach: ECF

Note: Paper sizes are different in the USA and Canada.

## Brochures and other printed material

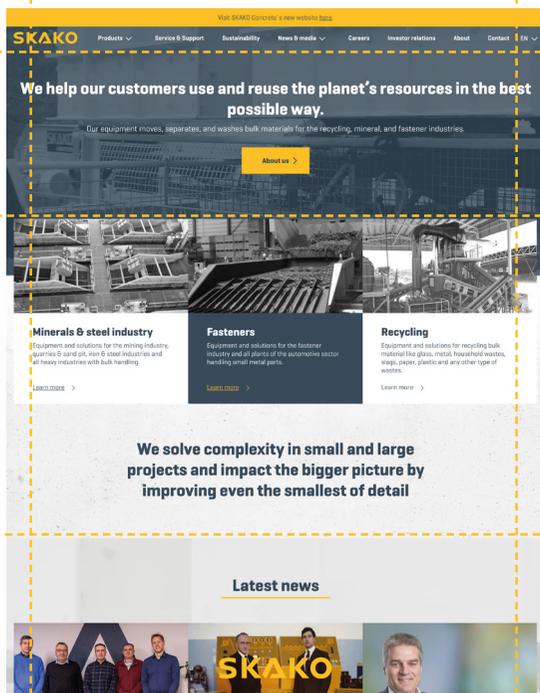
To emphasize SKAKO as a company that produces strong and reliable machines, the choice of paper should be considered very carefully. The materials used reflect this important value.

Paper should be a minimum of 170 g with a coated surface. For the best result, always print in water lacquer on a coated paper quality. This will leave the paper surface silky and clean of fingerprints, which is a problem in connection with large black areas - something used significantly in the Corporate Identity Programme.

For brochures consisting of only few pages, the cover may be of the same quality as that of the inside material.

For corporate image brochures or magazines with more pages, a heavier paper quality should be chosen for the cover [at around 250-300 g]. The cover should subsequently be processed with matte lacquer to make it resistant to fingerprints and scratches and additionally provide a better result.

# Website



The website is one of the main showcases as to how the various elements from the Corporate Identity Programme tie together. Clear and set rules are defined in the CSS representing clear guidelines in the formatting of pages, margins, content, etc.

# Letterhead



The letterhead consists of a simple white background, the SKAKO logo, the A-letter and a simple yellow line marking the end of each sheet. This is supplemented with contact details and the SKAKO website address in the footer.

Mediapoint ApS  
Bådehavnsvej 11 A  
9000 Aalborg  
Att: Morten Schødt

Faaborg  
06. august 2021

## Upit occus a

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ultrices interdum nulla at maximus. Nullam eget nulla nec magna maximus bibendum. Donec non venenatis nibh, a pellentesque ex, Mauris at vehicula nulla. Vivamus commodo libero a lectus dictum gravida. Sed et finibus arcu, non tristique urna.

Suspendisse ullamcorper nisi eget dictum molestie. Integer tincidunt enim dapibus urna eleifend pulvinar id id est. Donec sit amet iaculis odio. Mauris ut sagittis lectus. Nulla at volutpat enim.

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Best regards  
 *Lorem Ipsumsen*  
Lorem Ipsumsen

SKAKO A/S  
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E-mail: skako.dk@skako.com  
CVR No.: DK-36440414

[www.skako.com](http://www.skako.com)

# Business cards



**The SKAKO business card embodies innovation, quality and attention to details using the signature colours, logo, A-mark and typography from the Corporate Identity Programme.**

## A-mark

The A-mark is made by using a technique called Spot UV lacquer, which is a raised, clear, polymer gloss effect that mimics the look of embossing; however, just on one side of the card. This adds more shine and thickness to the area where applied.

## QR-code

When the QR-code is scanned, it provides the opportunity to add the contact information of the business card directly to a smart phone.

# E-mail signature

## Standard

**Jens Jensen**  
Digital Concept Developer

# SKAKO

**SKAKO A/S**

+45 63 61 61 00 | jje@skako.com | www.skako.com

+45 63 61 61 00 | jje@skako.com

Bygmestervej 2 | 5600 Faaborg | Denmark | CVR: 64 42 75 12

## With advertisement

**Jens Jensen**  
Digital Concept Developer

# SKAKO

**SKAKO A/S**

+45 63 61 61 00 | jje@skako.com | www.skako.com

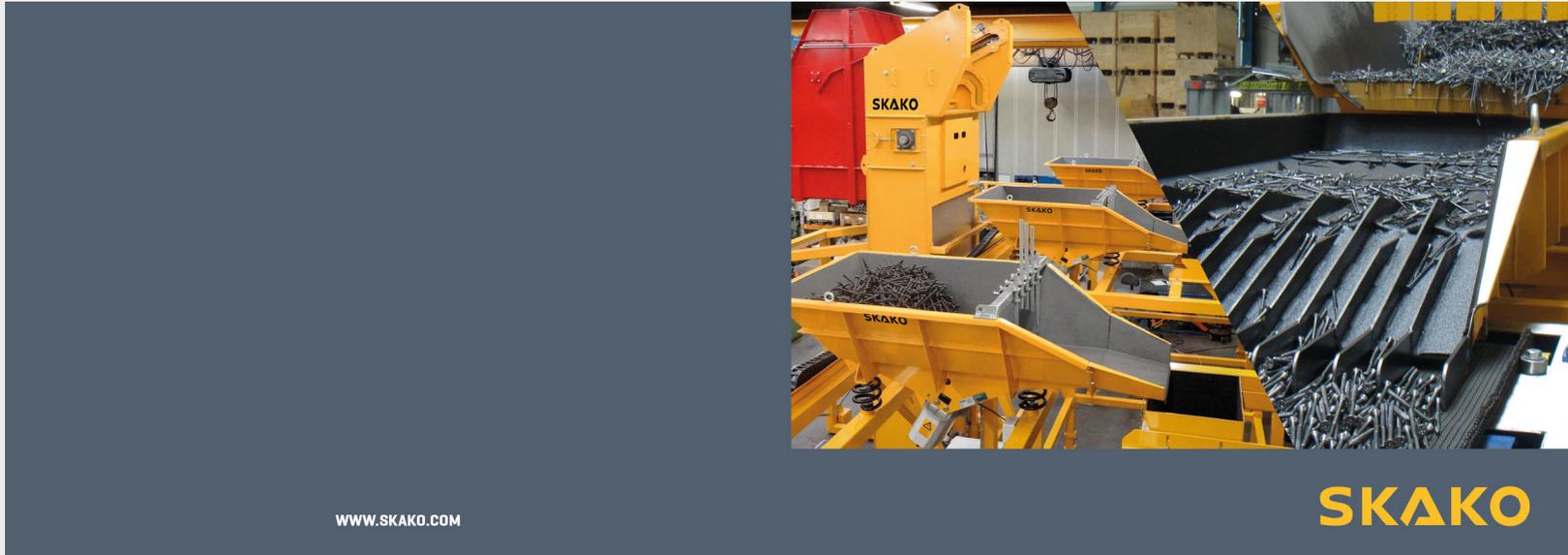
+45 63 61 61 00 | jje@skako.com

Bygmestervej 2 | 5600 Faaborg | Denmark | CVR: 64 42 75 12

Banner

The e-mail signature uses black and Mango as main colours, but the icons are gunpowder blue. The font used is Arial due to e-mails being limited from using web fonts.

# Greeting card



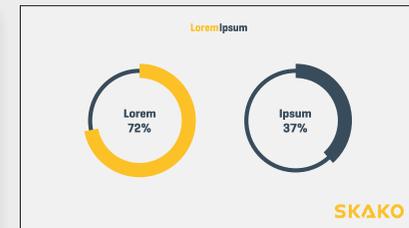
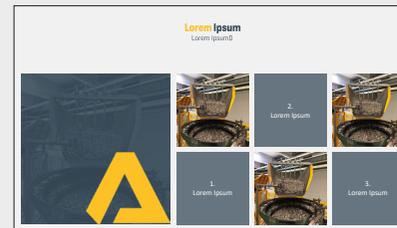
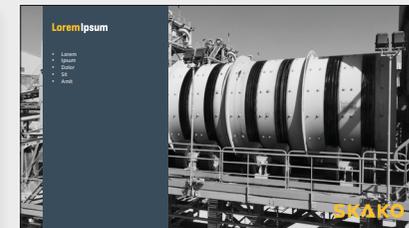
**The greeting card is mainly used as an internal greeting card for birthdays, anniversaries, etc.**

The design of the card is rather simple with images from SKAKO Vibration with a Gunpowder blue overlay.

A Mango logo and Mango A-mark is placed on the frontpage.

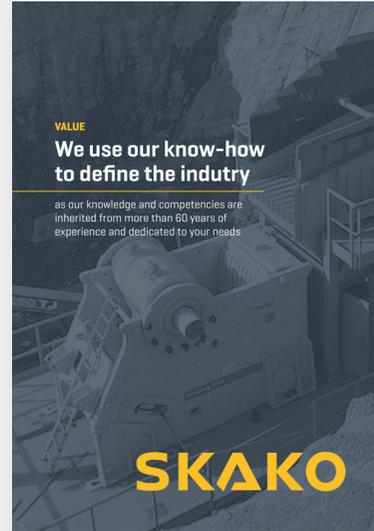
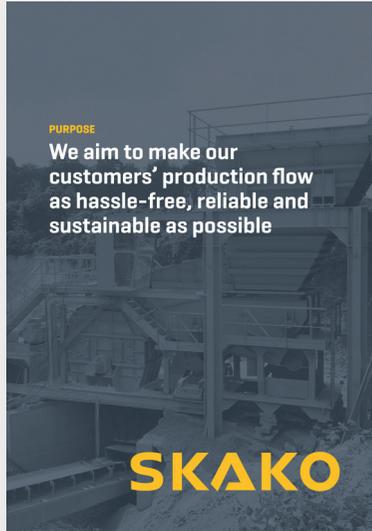
The back only contains a Gunpowder blue background and a white weblink.

# Presentation



The presentation layout can differ depending on subject, intended purpose and desired content, but should always follow the guidelines of the Corporate Identity Programme.

# Posters



The SKAKO posters can be used internally as well as in key external environments. The posters tie together key strategic values with the Corporate Identity Programme.

# SKAKO

## Service & Support



Installation



Commissioning



Servicing



Spare parts



### Basic

Hotline telephone and online technical assistance

Onsite field support within 24 hours for problems that cannot be resolved remotely

Software support and maintenance



### Onsite+

Onsite weight calibration

Onsite electrical service

Onsite mechanical service

Hotline telephone and online technical assistance

Onsite field support within 24 hours for problems that cannot be resolved remotely

Software support and maintenance



### Peak Performance

Plant and equipment optimization

Consulting and instruction

Training

Onsite weight calibration

Onsite electrical service

Onsite mechanical service

Hotline telephone and online technical assistance

Onsite field support within 24 hours for problems that cannot be resolved remotely

Software support and maintenance



# Apparel & Accessories

USB



Candy



Water bottle



Ball pen



The apparel & accessories can be used internally and externally and should utilize the different elements from the Corporate Identity Programme. The main objective is to create recognizability via colours, logo and other elements.

# Apparel & Accessories

Cap



Key chain



Umbrella



Cups



# Workwear & Clothing

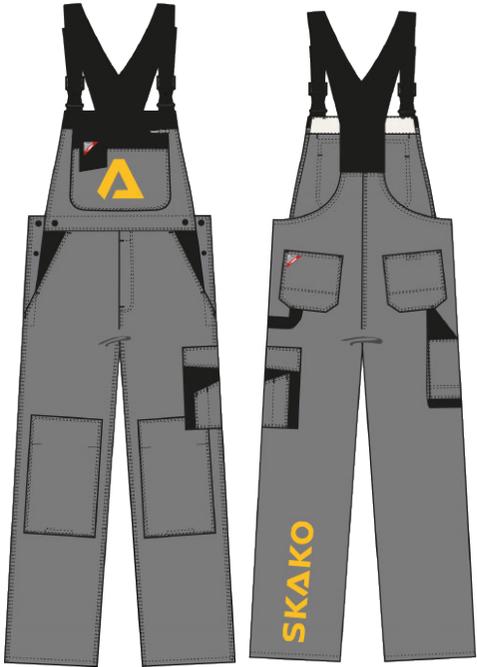
## Example of logo placement

**On clothing, it is advised to strive for a material in the Gunpowder blue colour to ensure brand recognition and that the logo stands out as clearly as possible.**

The shirt has two variants: white and Gunpowder blue. Both have the logo embroidered in the collar in the same colour as the fabric.

Jackets, t-shirts and overalls should have the A-mark on the left side of the chest, and a large logo on the back.





# Signage



## Signage

Signage backgrounds should be Gunpowder blue with Mango logo and Mango or white text and graphics. Do ensure a high contrast to make the logo visible and recognizable in all weather and lighting conditions.

## Flags

The flag background should be Gunpowder blue with a Mango line at the top and a Mango logo.

## Orientation

The logo should mainly be placed horizontally, but can in some very specific cases, be placed vertically

when nothing else is possible. In this case please contact the group communications department

## Logo

The logo on signage should always follow the rules about logo placement but this can be altered in some cases where there is not enough space to make the logo big and recognizable.

## Indoor signage



When you place the logo on signage, it is still important to follow the rules of placement and distances to other objects and edges of the signage, walls or similar. Use only the mango version of the logo.

# Exhibition material



On exhibition stands, there are a lot of possibilities to use the different elements. Use Gunpowder blue as background or the Gunpowder blue image overlay on images as background. Logo, A-mark and texts can be added on top. Remember to keep the correct distances to the edges and other elements.

## Roll-ups, beach flags and banners



Exhibition material like roll-ups, beach flags and banners should use Gunpowder blue and Mango as the main colours to ensure recognizability. It should always contain the Mango yellow logo placed with the correct distances to the edges and other elements.

# Vehicles



The base colour of the vehicles should be Gunpowder blue or white with Mango logo, A-mark and other graphic elements. The SKAKO logo should be printed on all four main sides of the vehicle. Depending on type and shape of the vehicle, the A-mark and a Mango line can be added.

## Company registration No. on vehicles

In Denmark company registration No. should be placed at the bottom of the driver's door.

In other countries the company registration No. should be placed according to local legislation.



# Machinery

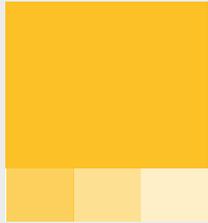


When the machine is coloured within the SKAKO identity, use the colours specified in the “Machinery - Colours” section. If the logo is placed vertically, it should always be placed in a 90 degree angle with the S at the bottom.

## SKAKO Dartek

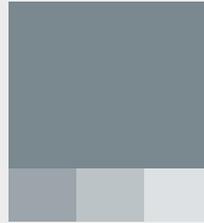
The SKAKO Dartek machines should be SKAKO yellow with a black & Squirrel grey SKAKO Dartek logo.

# Machinery - Colours



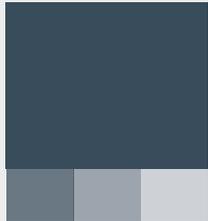
**SKAKO yellow**

RAL: 1007



**Squirrel grey**

RAL: 7000



**Gunpowder blue**

CMYK: 39-17-0-65

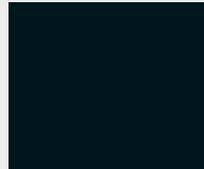
RGB: 55-75-90

HEX: #374B5A

Pantone:7545 C

RAL: 5008

NCS: 6020-B



**Black**

CMYK: 50-0-0-100

RGB: 0-0-0

HEX: #000000

Pantone:Black C

RAL: 9005

NCS: N/A





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